

# DOCTOR OF PHILOSOPHY

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## A METRIC MODEL FOR INTRANET PORTAL BUSINESS REQUIREMENTS

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This research provides the first theoretical model -- the *Intranet Efficiency and Effectiveness Model* (IEEM) -- for the *Family of Measures* approach to measure Web activity as well as a holistic framework and multi-disciplinary quality paradigm approach not previously derived in viewing and measuring *intranet* contributions in the context of a corporation's overall critical business requirements. This is accomplished by applying a balanced baseline set of metrics and conversion ratios linked to business processes as they relate to knowledge workers, IT managers, and business decision makers seeking to increase value. It also outlines who should conduct these measurements and how in the form of a business intelligence team and provides a means in which to calculate *Return on Intranet Metrics Investment* (ROIMI) with a common unit of analysis for both aggregate and sub-corporate levels through forms of the *Knowledge Value Added* (KVA) and *Activity Based Costing* (ABC) methodologies.

**KEYWORDS:** Intranet, Portal, Metrics, Quality, Business Intelligence, Knowledge Value Added, Activity Based Costing, Return on Investment, Family of Measures, Software Engineering